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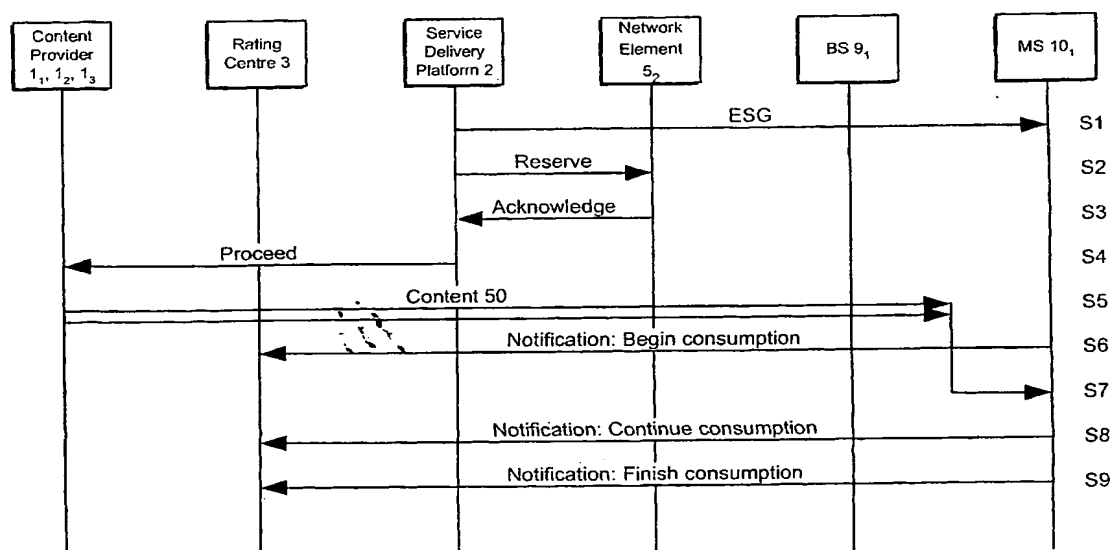
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(54) Title: A METHOD OF GATHERING INFORMATION RELATING TO CONSUMPTION OF BROADCAST CONTENT BY
RECEIVING STATIONS



(57) Abstract: In a 3G broadcasting network, an electronic service guide (ESG) is broadcast including descriptions of sessions in which items, such as multimedia streams, are broadcast. Each description of a session includes an instruction to a mobile station to notify the network if it wishes to receive or to continue receiving items included in the session. This can be used to generate ratings for the session and/or to broadcast the session only in cells in which users are interested in receiving items included in the session.

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